

## Message Text

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43

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /050 W

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R 301425Z DEC 75

FM AMCONSUL FRANKFURT

TO SECSTATE WASHDC 2448

INFO AMEMBASSY BONN

AMEMBASSY BERN

USMISSION USBERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

UNCLAS FRANKFURT 8574

E.O. 11652: NA

TAGS: BEXP, GW

SUBJECT: COMMERCIAL PROGRAM: FOREIGN: FOREIGN BUYERS TO U.S.

TRADE SHOW: PACKAGING WEEK/USA EXPOSITION & ASSEMBLY, CHICAGO,  
OCTOBER 1976

REF: STATE A-6454, OCTOBER 14, 1975

1. HAPAG LLOYD, IN COOPERATION WITH THE CONSULATE GENERAL, IS  
PLANNING TO PROMOTE GROUP BUSINESS TRAVEL TO CHICAGO FOR A  
10-12 DAY PERIOD ENCOMPASSING THE OCTOBER 25-29 PACKAGING  
WEEK/USA EXPOSITION AND ASSEMBLY.

2. EXACT TIMING HAS NOT YET BEEN PINPOINTED, BUT THE AIM  
IS TO BUILD A STUDY TOUR AROUND THIS CHICAGO PACKAGING EVENT.  
OF 10-12 DAYS IN ORDER TO SECURE LOWER AIR FARES THAN WOULD  
APPLY FOR A SHORTER STAY.

3. IN ORDER TO STRUCTURE THE PROGRAM MEANINGFULLY, HAPAG  
LLOYD HAS ASKED THE CONSULATE GENERAL TO SECURE A LIST  
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OF U.S. PACKAGING MACHINERY AND EQUIPMENT FIRMS IN THE

GENERAL CHICAGO AREA THAT WOULD SPONSOR PLANT TOURS FOR THE GERMAN BUSINESS VISITORS.

4. ACTION REQUESTED: IN ADDITION TO LEADS ON THESE PLANT TOURS, COMMERCE IS REQUESTED TO SEND THE POST FOR FORWARDING TO HAPAG LLOYD (A) LISTS OF GERMAN AND OTHER FOREIGN VISITORS TO THIS SHOW IN PRIOR YEARS; (B) LISTS OF U.S. EXHIBITORS TOGETHER WITH THEIR PRODUCTS WITH AS DETAILED IN-\*94.-589, - 09 8?)3 (ON PREVIOUS SHOWS, IF CURRENT MATERIALS ARE NOT YET AVAILABLE); AND (C) 500 SHOW BROCHURES FOR THE 1976 EVENT, IN GERMAN IF POSSIBLE.

5. THE POST WILL KEEP COMMERCE UP TO DATE ON HAPAG LLOYD'S PLANNING FOR THIS EVENT.BLAKE

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## Message Attributes

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**Concepts:** n/a  
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**Reference:** 76 STATE A-6454  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** ElyME  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 31 MAR 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <31 MAR 2003 by ReddocGW>; APPROVED <09 FEB 2004 by ElyME>  
**Review Markings:**  

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
06 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
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**TAGS:** BEXP, GE  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006